Papakura Local Board

OPEN MINUTE ITEM ATTACHMENTS

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Date: Wednesday 26 August 2020
Time: 4.30pm
Venue: Via Skype for Business

Note: The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.
Leader in u
Harness your "you" ness

Idea 2 Launch
Business Mentoring Program for Migrant Women
Idea 2 Launch Program

A program to educate and empower women seeking to build their small business. It's an experiential program that challenges them to understand what is required to develop their ideas into small enterprise.

Journey in Numbers

3 Cohorts
16 Workshops
100 Mentoring Sessions
40 Women Attended
2 Market Place

10 Double digit growth in sales
2 Expanding to wholesale food
1 Funding for the project
What was the impact?

Peer Mentoring & Support
- Built strong relationships
- Developed their local network
- Testing and learning together

Increased confidence in their ability
- Confidently talking about their business
- Growing confidence in communicating in English

Increased sense of belonging
- Connecting with local networks
- Increased awareness in events in the area through council staff

Collaboration & networking
- Sharing marketing opportunities with each other
- Learning to use social media platforms

Growing their business and partnering
- Some participants are working together to cater to customers' needs.
- Partnering instead of competing
What was our approach?

readerinU adopted a co-creation approach to implement the program.

**Enabling Environment**
- Building partnerships with key stakeholders – ARMS
  - WISE, Kāhui Tū Kaha, TANI

**Action Orientated Activities**
- A structured and step by step approach to learning which was easy for the women to follow and implement

**Trusted Advisor to Women**
- To build trust with women from different backgrounds, cultures and ethnicities and understanding the different challenges faced
Participants Journey

**Marketplace: A practice run**
Pitch and sell their products/services to potential clients

**04**

**03**
Group Mentoring
8 sessions with each individual to implement their plan including register their company, launch their Facebook page, develop their marketing collaterals

**Make Profit**
Grow their customer base

**05**

**02**
Experiential workshop
1. What is your idea?
2. Who are your customers & competition?
3. Why will customer come to you?
4. How will you make money?
5. Where and how will you sell?
6. What is your company structure?

**01**
Introduction session
Entrepreneur Style Assessment
How did they find out about us?

With the huge support of our partner community groups – we were able to promote and seek participants for the program.

Promoted the Program thru:
1. Community Groups
2. Social Media – Facebooks
3. Partners and word of mouth
Item 8.1

Type of Businesses

- Clothing & Cosmetics: 35%
- Accessories: 30%
- Services: 25%
- Cooking & Catering: 20%
- Art & Craft: 15%
- Other: 10%
- None: 5%
- Other: 0%
Path Ahead for sustainable growth for their business

Migrant Business Women Association
Learn | Inspire | Network

The objective of the group is to encourage, mentor and educate women entrepreneurs who are entering the next phase to grow their existing business. What will the women achieve by joining:

- **Learn from industry experts** during the monthly meet-ups.
- **Network** with other women entrepreneurs and share & learn from each other
- Attend **training workshops** that supports to integrate the right strategies and ideas into your business
- **Get access to online resources** like help guides on marketing, sales, branding and much more to grow your business
- **Showcase your products/services** through the network/marketplace

**Collaborations & partner opportunities**

**Networking with women entrepreneurs**

**Focused sessions on business, branding, marketing**

**Sell your products through the market place**

**Business Tools and Hands on guides**

**Social Media**
Anecdotes

Idea2Launch workshop gave me confidence and basic knowledge about starting a business. Now I have developed my brand and it’s called Artistic. I now understand my customers and am marketing through my Facebook page. I am increasing awareness and people now know me and my designs.”

“I got a chance to meet Juhee and attended her Idea2Launch workshop and got a new direction for my passion. Juhee has helped many people to make their dreams come true. She motivates and helps all of us to find a Leader in Ourselves.”

“Fortunately I attended Idea2Launch workshop by LeaderinU. Before this workshop I didn’t know about anything on how to start up my home business. Through this practical workshop I now know how to establish my business, find my customers, promote my business and how to deal with other competitors plus costing my product correctly.”
Attachment A

Item 8.1

Products by Cohort
An Architect and eclectic artist originally from India, I arrived in New Zealand in 2016. I was destined to work in my profession if not for the fact that I hated even the thought of doing a “desk job”. My ONE TRUE LOVE is working with my hands, creating something from nothing. I have dabbled in candle making, glass painting, calligraphy, origami, kirigami, fabric painting, zentangling, journal making. My mind was full of ideas to create but I NEVER IMAGINED that my passion could be turned into a viable business.

I met Juhee and her workshop, Idea2Launch changed my direction in life. These insightful step-by-step workshops, have helped materialize my ideas into tangible results. Today I have created my own brand, registered my company, got started on sales, marketing, accounting and more, thanks to her mentoring and constant motivation.
Thank you Local Board for your support